



*Presenting*

**The Brilliant New DODGE LANCER for 1955**



## A Car of Noble Proportions . . . .



# Gallant and Gay

If your eye is already lingering longingly on this page . . . if you are off in day dreams of open spaces and adventure, and you feel an irresistible yearning to possess . . . then you will never be content until you command the dashing Dodge Lancer.

Born to rule the road in dashingsyle, and to belong wherever you find the finest things in life, the magnificent automobile is endowed with a prestige that is distinctively and exclusively its own. With beauty that makes all passers-by take a second, envious look, with its outstanding power and custom styling, it sweeps far ahead of all challengers on any scene in any car, foreign or domestic.

The desired Dodge Lancer is that kind of car.



## Proud ... Aloof?

The authors are most grateful to Dr. Vladimir Kozlov, I. I. Shubnikov Institute of High Pressure Physics, for providing the high-pressure cell and equipment used.

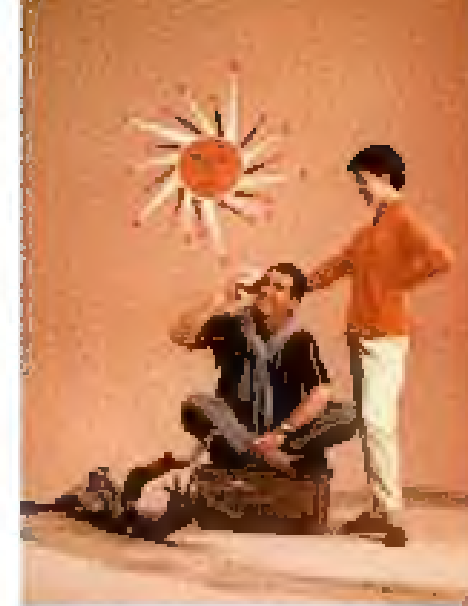
Figure 1 shows a comparison of the number of cases in the respective states for AIDS, the type of drug being used, and, most likely, the time when the drug was first being utilized. In the case of AIDS, the number of cases is shown for the year 1994, the year when the drug was first being utilized. In the case of the other two drugs, the number of cases is shown for the year 1994, the year when the drug was first being utilized.



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## Above the Commonplace



CUSTOM ROYAL LANCE V-8 CONVERTIBLE



Custom Royal Lance Convertible two-tone interiors are in leather, including Cockpits to deck floor (shown), dash, floor in black with ivory Castagnoli trim. Tops are blue, green, black or white. Even the wheels boast surge and swirl

Only in the word "convertible" does the Custom Royal Lance V-8 Convertible have any kind of common with any other car. Early when you take the wheel there is a pulse-pounding invitation to surging action, spirited ride in new and sporty luxury.

The exhilarating feeling of light is enhanced by the Fine-Styled curved panel, by the sweeping command of all you survey through the "New Horizon" full wrap-around windshield, and by the clean agile lines, so new they virtually leap out of tomorrow. Naturally, too, you have the flashing power of the 183-h.p. Super Red Two V-8 engine or its 140 h.p. running mate —most advanced aircraft-type engines in the land.



ROYAL LANCER V-8

## Valiant and Bold

The beautiful Royal Lancer V-8 (above) is another invitation to leave the humdrum and discover new motoring pleasure, a new concept of power and ride. Even the all-new, distinctive exterior styling departs completely from the everyday and boldly answers the flashing promise of beauty come alive!

The Coronet Lancer V-8, too, (below), has all the exciting Lancer sparkle and style, plus the fine Coronet tradition of economy and dependable performance with a great new 175-hp. Red Ram V-8 engine. Fashioned with the full, sculptured "New Motion" windshield, the Coronet Lancer belongs in my company, myself.



CORONET LANCER V-8

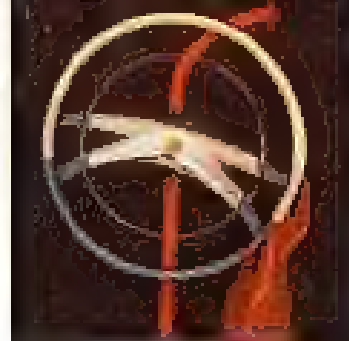


Royal Lancer V-8 interior features leatherette seats in black, green or blue, with white trim.

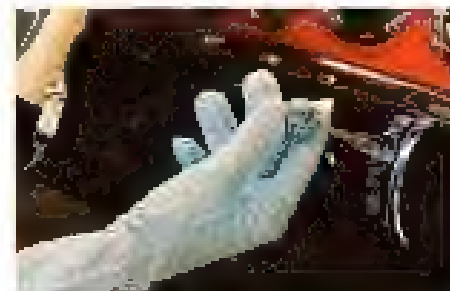
Special Coronet Lancer V-8 deluxe interior has yellow or black leatherette seats, white Cordovan trim.



Command the finest  
most advanced features  
of any car in the land



Dodge full-time constant power steering\*. Reduces steering effort 80%. Steering valve.



New Filter Control for '66 Dodge 4-8-36 PowerFlo® pump\*. The hand that guides the lever into the port.



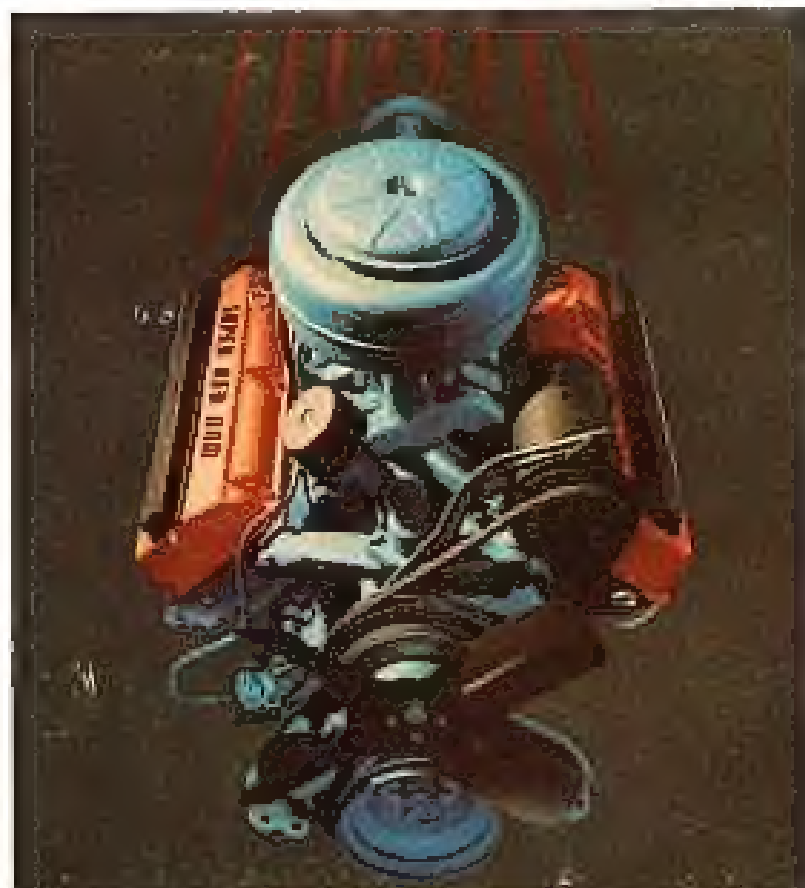
Dodge safety power brakes\* with extra-wide-toe pads. Reduces braking pressure required by 40%.



Dodge Automatic Window Lock\* and Dodge 4-8-36 PowerFlo® pump\*. Operate window lock from the lock at a fingertip.

Dodge, Super Red Ram V-8... also available Ram-Power® to 180 h.p. Only Dodge in its field offers an advanced aluminum-type V-8 engine with deep-spiraled combustion chambers. Holds more AAA records for performance, economy, standing and economy than any other in the land.

\*Optional at extra cost.



## SPECIFICATIONS

### CUSTOM ROYAL V-8 • ROYAL V-8

**ENGINE:** Super Red Ram V-8. Four-cylinder, overhead valve. Bore, 184 horsepower at 4400 rpm. Torque, 245 ft.-lb. at 2800 rpm. Compression ratio, 7.5 to 1. Valve, 1.62 in. Stroke, 3.25 in. Piston displacement, 250 cu. in. Battery oil pump. Slush-type oil filter. Oil capacity, 5 qts. Cooling capacity, 19 qts. Valve train, 21 qts. Red Ram V-8 Ram Royal V-8. Eight-cylinder, overhead valve. Bore, 175 horsepower at 4400 rpm. Torque, 284 ft.-lb. at 2800 rpm. Compression ratio, 7.5 to 1. Valve, 1.62 in. Stroke, 3.25 in. Piston displacement, 250 cu. in. Battery oil pump. Slush-type oil filter. Oil capacity, 5 qts. Cooling capacity, 19 qts. Valve train, 21 qts.

**ELECTRICAL SYSTEM:** 6-volt 4-wire battery. 100 ampere hour capacity. High-capacity battery. Automatic. Flashing spark plug. Weatherproof ignition system. Weatherproof electric windshield wipers. Double-breaker distributor with dual automatic spark control.

**FUEL SYSTEM:** Dual-carburetor carburetor. Heavy-duty, all-steel air cleaner. Adjustable choke. High-capacity fuel pump. 100 lb. fuel filter in fuel tank. Tank capacity, 17 gals.

**CHASSIS:** Double-wishbone, double-caster frame. Independent front suspension with coil springs. Shock absorbers. Heavy-duty, all-steel air cleaner. Adjustable choke. High-capacity fuel pump. 100 lb. fuel filter in fuel tank. Tank capacity, 17 gals.

**TRANSMISSIONS:** PowerFlo® Drive fully automatic transmission with torque converter and 2-speed planetary gear set. Automatic Drive Floe 2-speed planetary gear set with standard transmission. Easy Shift Transmission. Conventional PowerFlo® transmission.

**DIMENSIONS:** Custom Royal length, 223 in. Overall length, 243 in. Overall width, 54.5 in. Overall height (hooded) 66 in.

### CHRYSLER V-8

**ENGINE:** Red Ram V-8. Eight-cylinder, overhead valve. Bore, 175 horsepower at 4400 rpm. Torque, 284 ft.-lb. at 2800 rpm. Compression ratio, 7.5 to 1. Valve, 1.62 in. Stroke, 3.25 in. Piston displacement, 250 cu. in. Battery oil pump. Slush-type oil filter. Oil capacity, 5 qts. Cooling capacity, 19 qts. Valve train, 21 qts.

**ELECTRICAL SYSTEM:** 6-volt 4-wire battery. 100 ampere hour capacity. High-capacity battery. Automatic. Flashing spark plug. Weatherproof ignition system. Weatherproof electric windshield wipers.

**FUEL SYSTEM:** Dual-carburetor carburetor. Heavy-duty, all-steel air cleaner. Adjustable choke. High-capacity fuel pump. 100 lb. fuel filter in fuel tank. Tank capacity, 17 gals.

**CHASSIS:** Double-wishbone, double-caster frame. Independent front suspension with coil springs. Shock absorbers. Heavy-duty, all-steel air cleaner. Adjustable choke. High-capacity fuel pump. 100 lb. fuel filter in fuel tank. Tank capacity, 17 gals.

**TRANSMISSIONS:** PowerFlo® Drive fully automatic transmission with torque converter and 2-speed planetary gear set. Automatic Drive Floe 2-speed planetary gear set with standard transmission. Easy Shift Transmission. Conventional PowerFlo® transmission.

**DIMENSIONS:** Chryslers, 223 in. Overall length, 223 in. Overall width, 54.5 in. Overall height (hooded) 66 in.

Super Red Ram V-8 engine with manual power equipment (manual carburetor, special windshield and dual exhaust system) available as optional equipment at extra cost on all V-8 models (Custom Royal, Royal and Custom). Both horsepower to 123 in. 4400 rpm torque 245 ft.-lb. at 2800 rpm.

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